

ATTRACTING GENERATION Y: TO VOLUNTEER, DONATE, JOIN BOARD  
OF DIRECTORS AND CONNECT TO CAUSES

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By

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## ABSTRACT

Examining and understanding the characteristics, interests, inspirations and constraints that contribute to Generation Y giving their time, energy, money and voices to causes they believe in and publicly stand behind is important if arts and cultural organizations are to increase engagement with and awareness of their specific causes.

This study follows a mixed-method approach that includes a survey distributed through social media and three one-on-one interviews with nonprofit organizations. Interesting commonalities discovered through the survey and interviews revealed that there were several opportunities that could be addressed in order to strengthen and cultivate relationships with Generation Y. These opportunities include: fundraising to individuals who are not major givers, developing concrete and ongoing volunteer opportunities, and connecting to Generation Y through online networks.

Dedicated to my parents, Mike and Sheila Gerald.  
Congratulations on 40 years of marriage.

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## INTRODUCTION

“I am only one,  
But still I am one.  
I cannot do everything,  
But still I can do something;  
And because I cannot do everything  
I will not refuse to do the something that I can do.”

– Edward Everett<sup>1</sup>

Seventy-eight million people make up Generation Y. Each day when these 78 million individuals wake up, they make choices that will affect their lives and inevitably the lives of others. These choices might be as mundane as how to spend their time – at work or school; studying or goofing off; with family, friends or alone; or wrapped up in the deluge of media. Or these choices could be as notable as making a life choice – traveling the world, running for public office, proposing marriage, starting a family or taking an active part in causes that might strengthen their community. Alone one person may not make a huge impact on their community, but collectively the impact of 78 million on a community and the larger world would be unfathomable.

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<sup>1</sup> Greenough, Jeanie A.B. *A Year of Beautiful Thoughts*. New York: Thomas Y Crowell & Co., 1902.

There are more than 1.5 million nonprofit organizations in the United States.<sup>2</sup>

The work of these organizations is broad and covers everything from the support of arts and cultural-based exhibits and performances to medical care, counseling and shelter for the less fortunate, the education of children, and much more. Nonprofits bring together a community of like-minded individuals for the good of society and their work could not be done without volunteers, advocates, donors, board members and staff. Examining and understanding the characteristics, interests, inspirations and constraints that contribute to Generation Y giving their time, energy, money and voices to causes they believe in and publicly stand behind is important if cultural organizations are to increase engagement with and awareness of their specific causes as well as to determine best practices to market and communicate with this and future generations.

Generation Y, also known as Millennials, Echo Boomers, Generation Next and Generation Net, has been described as technologically-savvy, open-minded, education-minded, fiercely loyal and socially conscience.<sup>3</sup> Generation Y values friendship and relationships, openness, acceptance, collaboration, communication, balance and giving back. They want to be listened to, their ideas to be embraced, and their contributions to instantly impact those they are assisting.

Generation Y seeks employment with corporations that benefit them, allowing for a healthy work-life balance and opportunities for fulfillment through

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<sup>2</sup> <http://foundationcenter.org/getstarted/faqs/html/howmany.html>

<sup>3</sup> Elizabeth Greene, "Connecting With Generation Y," *Chronicle of Philanthropy*, July 24, 2003.

professional development, mentoring, volunteering and flexibility in hours.

Additionally, this age group desires to make a difference by genuinely and actively connecting to issues – arts and culture, health, humanitarian, sports, religion, education, literacy, public safety, prevention of cruelty to children and animals, and a plethora of other matters in their community that assist those they care about most.<sup>4</sup>

This thesis explores and examines research and techniques for engaging and cultivating young people (age 18 to 34) and increasing their involvement from giver to volunteer to advocate to board member. It will help nonprofit organizations focused on arts and cultural programmings gain a sound appreciation for how to engage this group. By studying prior research, interviewing select nonprofit organizations and conducting targeted research, this thesis will help further determine best practices for arts and cultural organizations to market, communicate, cultivate and immerse this and future generations in matters that intrigue them.

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<sup>4</sup>[http://www.irs.gov/publications/p557/ch03.html#en\\_US\\_2010\\_publink1000200094](http://www.irs.gov/publications/p557/ch03.html#en_US_2010_publink1000200094)

## CHAPTER ONE – REVIEW OF LITERATURE

This literature review examines the research found concerning characteristics of Generation Y and as well as outside influences that might inspire or persuade this generation to volunteer, advocate, donate, join a board of directors or connect to certain causes. In addition, the literature review also looks at ways that nonprofit organizations have established communications with and attracted Generation Y as participants, volunteers and potential donors. Examining prior and current research will help identify methods nonprofit organizations might employ when marketing, communicating, cultivating and immersing this and future generations in their causes.

### **Generation Y is 10 to 34**

Depending on the source, and nearly every source is different, Generation Y is also known as the Millennials, Echo Boomers, Generation Next, Generation Net, CauseWired and Facebook Generation, and was born somewhere between 1977 (or

as late as 1982) and 1998 (or as recently as 2005).<sup>5</sup> For the purpose of this thesis, Generation Y will be defined as any individual between the ages of 18 to 34 years.

### **Generation Y is here**

Nearly 80 million strong, this generation is willing to work collaboratively with whoever will show them the respect they believe they deserve and are accustomed to receiving. Allison Fine's short, succinct opinion piece titled "It's Time to Focus on a New Generation" speaks volumes about the role in which Generation Y expects to be incorporated into the corporations and organizations where they work and volunteer their time. The article delves into Generation Y's characteristics, including their ability to collaborate, their comfort with technology, and their drive and passion to leave the world a better place. These characteristics should offer encouragement to nonprofit organizations, and those for whom this generation works. This generation will continue their pursuits, serve as future leaders and potentially take roles as board members.<sup>6</sup> Furthermore, it is believed that as employees, volunteers and activists, this generation will make every effort to leave a legacy. And if not given the opportunity to contribute, this generation is not

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<sup>5</sup> Elizabeth Greene, "Connecting With Generation Y," *Chronicle of Philanthropy*, July 24, 2003; Mark McCrindle, "Understanding Generation Y," <http://www.learningtolearn.sa.edu.au>, <http://www.learningtolearn.sa.edu.au/Colleagues/files/links/UnderstandingGenY.pdf> (accessed May 14, 2010); Ted Grossnickle et al., *Millennial Donors Report 2011* (Achieve and JGA: 2011); <http://philanthropy.com/article/Its-Time-to-Focus-on-a-New/61161/>; Allison Fine, "It's Time to Focus on a New Generation," *Chronicle of Philanthropy*, August 21, 2008.

<sup>6</sup> Allison Fine, "It's Time to Focus on a New Generation," *Chronicle of Philanthropy*, August 21, 2008.

afraid to establish its own causes. Fine's article briefly highlights how Generation Y is using Facebook to support causes without supporting any one organization and how nonprofits can successfully embrace this generation. The time is ripe for the cultural sector to figure out exactly what it can do to integrate Generation Y into their organizations as employees, volunteers, participants, donors, board members and advocates.

### **Generation Y is (mostly) altruistic**

In "Motivations to Volunteer: The Role of Altruism" David J. Burns et al. attempts to identify the motives for volunteerism among Generation Y. The findings show that this group is more community-oriented, volunteers more time than any other generation before them, and does so because they believe in the betterment of society as a whole.<sup>7</sup> The findings in this research reiterate the results of a study conducted by Cone Inc. and a report by the Community Foundation of Canada which found that Millennials are concerned about their communities and believe it is their responsibility to leave the world a better place.<sup>8</sup> In addition, this article explains that while many of the reasons young adults give for volunteering are unselfish, some

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<sup>7</sup> Burns, David J., Jane S. Reid, Mark Toncar, Jeffrey Fawcett, and Cynthia Anderson. "Motivations to Volunteer: The Role of Altruism." *International Review on Public and Non Profit Marketing* 3, no. 2 (December 2006): 79-91

<sup>8</sup> Cone Inc., "The 2006 Cone Millennial Cause Study," [www.coneinc.com](http://www.coneinc.com/stuff/contentmgr/files/0/b45715685e62ca5c6ceb3e5a09f25bba/files/2006_cone_millennial_cause_study_white_paper.pdf), [http://www.coneinc.com/stuff/contentmgr/files/0/b45715685e62ca5c6ceb3e5a09f25bba/files/2006\\_cone\\_millennial\\_cause\\_study\\_white\\_paper.pdf](http://www.coneinc.com/stuff/contentmgr/files/0/b45715685e62ca5c6ceb3e5a09f25bba/files/2006_cone_millennial_cause_study_white_paper.pdf) (accessed May 31, 2010); Barbara Oates, "Unleashing Youth Potential: Understanding and Growing Youth Participation in Philanthropy and Volunteerism" Communities Foundation of Canada (April 2004), <http://www.cvsrd.org/eng/docs/MMP/Unleashing%20Youth%20Potential%2026.pdf>

reasons are purely to fulfill self-serving interests such as developing one's career, learning new skills and increasing one's own self-esteem.<sup>9</sup>

### **Generation Y gives**

Generation Y gives time, money, energy and voice to the causes they believe in. If one has not seen the impact Generation Y is making, he or she needs only to visit a college campus. Julie Gordon's article, "Millennials on a Mission," highlights several colleges that hold campus-wide events, raising hundreds of thousands of dollars each year while increasing awareness about a variety of causes from cancer to homelessness to AIDS to alumni giving.<sup>10</sup> College campuses are creating an inspirational atmosphere for giving. Further examination of how campuses are successfully engaging young adults and a longitudinal study tracking the correlation of college volunteerism to the time, money and energy an individual gives once he has graduated and transitioned into a career and family life could be extremely valuable information to nonprofit organizations.

Another discovery from Burns et al.'s research revealed that those individuals who attend college are twice as likely to volunteer and then to continue volunteering than their counterparts who do not attend college.

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<sup>9</sup> Burns, David J., Jane S. Reid, Mark Toncar, Jeffrey Fawcett, and Cynthia Anderson. "Motivations to Volunteer: The Role of Altruism." *International Review on Public and Non Profit Marketing* 3, no. 2 (December 2006): 79-91

<sup>10</sup> Julie Gordon, "Millennials on a Mission," [www.businessweek.com](http://www.businessweek.com/http://www.businessweek.com/bschools/content/feb2007/bs20070215_371042.htm), [http://www.businessweek.com/bschools/content/feb2007/bs20070215\\_371042.htm](http://www.businessweek.com/bschools/content/feb2007/bs20070215_371042.htm) (accessed May 30, 2010).

## **Generation Y experienced great tragedy**

Generation Y has been impacted and shaped by tragic world events including 9/11. Other catastrophic events that marred this generations' formative years include the Space Shuttle Challenger disaster (1986), the Gulf War (early 90s), the Oklahoma City bombing (1995), the Columbine High School massacre (1999), the post-9/11 War on Terrorism and Hurricane Katrina (2005). These cataclysmic events could have produced a generation of youth disenchanted and pessimistic about the world, but instead Generation Y has been molded into a generation with a "strong social conscience" in that they still believe in the greater good, want to make a difference, and are embracing social and environmental causes.<sup>11</sup>

## **Generation Y is connected**

Generation Y, also referred to as Generation Net, is a product of the Internet, raised nearly from birth on digital technology. The 24-hour news cycle as well as the amount of wide-spread availability of inconsequential information reaching Generation Y immediately through online channels is staggering.<sup>12</sup>

In "Connecting With Generation Y" Elizabeth Green found that Generation Y is tech-savvy and craves information and instantaneous interactivity. As noted in "Unleashing Youth Potential," technology does not sleep and it allows young people

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<sup>11</sup> Cone Inc., "The 2006 Cone Millennial Cause Study," [www.coneinc.com](http://www.coneinc.com/stuff/contentmgr/files/0/b45715685e62ca5c6ceb3e5a09f25bba/files/2006_cone_millennial_cause_study_white_paper.pdf), [http://www.coneinc.com/stuff/contentmgr/files/0/b45715685e62ca5c6ceb3e5a09f25bba/files/2006\\_cone\\_millennial\\_cause\\_study\\_white\\_paper.pdf](http://www.coneinc.com/stuff/contentmgr/files/0/b45715685e62ca5c6ceb3e5a09f25bba/files/2006_cone_millennial_cause_study_white_paper.pdf) (accessed May 31, 2010).

<sup>12</sup> Elizabeth Greene, "Connecting With Generation Y," *Chronicle of Philanthropy*, July 24, 2003.



to advocate for issues and causes that they feel strongly about during times that are convenient for them.<sup>13</sup> This generation barely remembers a time without the Internet and, more than any other generation before them, uses it to communicate to their peers, their families and to strangers around the world the issues about which they are passionate.<sup>14</sup> Nonprofit organizations, as well as for-profit companies, have taken notice of this and are working to design eye-catching collaterals with strong, short messages that showcase impact and reflect the interactivity and instant gratification which Generation Y expects to receive.

### **Generation Y volunteers, advocates and gives online**

Generation Y's desire to be connected and to advocate, volunteer, research and donate to a cause when and where they want—in this case online—is evident in the article “Seeing the Internet’s (Not So) Obvious Benefits,” which highlights results of a survey conducted by Network for Good, the Bridgespan Group and Guidestar in 2003. Results from this survey indicated that 60 percent used the Internet to advocate, volunteer, research or donate to a nonprofit organization. The survey also revealed that young people ages 18 to 25 are more likely than other generations to go

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<sup>13</sup> Barbara Oates, *Unleashing Youth Potential: Understanding and Growing Youth Participation in Philanthropy and Volunteerism* Communities Foundation of Canada: 2004.  
[http://www.yipcanada.org/resource\\_docs/YouthPotentialPaper.pdf](http://www.yipcanada.org/resource_docs/YouthPotentialPaper.pdf)

<sup>14</sup> Sydney Jones and Susannah Fox, “Generations Online in 2009,” [www.pewinternet.org](http://www.pewinternet.org),  
[http://www.pewinternet.org/.../media/Files/Reports/2009/PIP\\_Generations\\_2009.pdf](http://www.pewinternet.org/.../media/Files/Reports/2009/PIP_Generations_2009.pdf) (accessed June 4, 2010).

online to research a cause they want to support, make online donations and determine how their donation will be used.

In the article “e-Philanthropy: Using the Internet to Build Support,” Theodore Hart also contends that the Internet (and e-Philanthropy) is a valuable marketing tool which can help nonprofit organizations build and improve relationships and communications with donors, volunteers and others. Hart references “The Landmark Study of Socially Engaged Internet Users,” conducted in 1999, which found that millions of Americans were already connecting to nonprofit organizations and volunteering, advocating and donating while online. Hart’s toolkit for e-Philanthropy for nonprofits is complete with communication ideas such as education, online donations, event registration, research, volunteer recruitment, relationship building and advocacy is still relevant today.<sup>15</sup>

Although Generation Y is more likely to give online, it is imperative for nonprofit organizations to follow some guidelines and recommendations which were set forth by ePhilanthropy Foundation (now Network for Good). These practices will help to ensure that current and future donors are not overwhelmed by the communication received. Recommendations included asking permission to email those with whom the organization communicates, not inundating donors with

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<sup>15</sup> Theodore R Hart, “ePhilanthropy: Using the Internet to Build Support,” *International Journal of Nonprofit and Voluntary Sector Marketing* 7, no. 4 (Nov 2002): page nr.

email, and remembering that in communications it is appropriate to ask for donations.<sup>16</sup>

Tom Watson's book *CauseWired* confirms other research findings saying that this generation "live[s] online, their causes are online; there is no separation between real and virtual."<sup>17</sup> While most of Generation Y is not financially supporting nonprofit organizations at the same level that a Bill Gates or Warren Buffet, this generation is doing something just as important. Generation Y is using online resources to give in smaller increments through sites like Kiva.org and DonorsChoose.org, and this generation is blogging, sharing online videos and donating their Facebook status to raise awareness about causes they support. *CauseWired* spoke to the fact that nonprofit organizations must look for ways to cultivate the relationship of these online supporters in order to grow their level of support.<sup>18</sup>

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<sup>16</sup> Theodore R Hart, "ePhilanthropy: Using the Internet to Build Support," *International Journal of Nonprofit and Voluntary Sector Marketing* 7, no. 4 (Nov 2002): page nr.

<sup>17</sup> Tom Watson, *CausedWired, Plugging In, Getting Involved, Changing the World* (New Jersey: John Wiley & Sons, Inc., 2009), 197.

<sup>18</sup> Tom Watson, *CausedWired, Plugging In, Getting Involved, Changing the World* (New Jersey: John Wiley & Sons, Inc., 2009), 13-49.

## **Generation Y works to live**

Unlike Generation X which lived to work, Generation Y's motto is work to live.<sup>19</sup> This generation learned that while being rewarded for hard work and long hours had its benefits—houses, cars and wealth—it also had pitfalls such as being the products of divorced, stressed out parents.<sup>20</sup> Their parents' experiences led Generation Y to have much different work priorities. What is important to Generation Y is not the materialistic items that they have collected, but the difference they hope to make in this world.

This generation values relationships that they have with their colleagues as well as the flexible employment arrangements which allow them the freedom to work from home or have flex hours. In addition, Generation Y is attracted to companies that offer corporate volunteerism which often allows “release time” where companies will “lend out skilled employees to nonprofits and struggling small businesses around the world.”<sup>21, 22</sup>

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<sup>19</sup> Mark McCrindle, “Understanding Generation Y,” [http://www.learningtolearn.sa.edu.au,   
http://www.learningtolearn.sa.edu.au/Colleagues/files/links/UnderstandingGenY.pdf](http://www.learningtolearn.sa.edu.au/http://www.learningtolearn.sa.edu.au/Colleagues/files/links/UnderstandingGenY.pdf) (accessed May 14, 2010).

<sup>20</sup> Mark McCrindle, “Understanding Generation Y,” [http://www.learningtolearn.sa.edu.au,   
http://www.learningtolearn.sa.edu.au/Colleagues/files/links/UnderstandingGenY.pdf](http://www.learningtolearn.sa.edu.au/http://www.learningtolearn.sa.edu.au/Colleagues/files/links/UnderstandingGenY.pdf) (accessed May 14, 2010).

<sup>21</sup> Mark McCrindle, “Understanding Generation Y,” [http://www.learningtolearn.sa.edu.au,   
http://www.learningtolearn.sa.edu.au/Colleagues/files/links/UnderstandingGenY.pdf](http://www.learningtolearn.sa.edu.au/http://www.learningtolearn.sa.edu.au/Colleagues/files/links/UnderstandingGenY.pdf) (accessed May 14, 2010).

## **Generation Y wants the truth**

The *Millennial Donor 2011 Report*, a nationwide research project conducted by Achieve and Johnson Grossnickle and Associates, focused on the giving habits, interests and motivations of Millennials ages 20 to 35. The report found that Generation Y donors want to trust the nonprofit organizations that they support. In fact, it was reported that 90 percent of the 3,000 individuals surveyed would stop giving to a nonprofit organization if they lost trust in the organization. Trust can be gained by allowing access to information about the nonprofit organization's history and financial position, or offering opportunities for individuals to engage in volunteer work. The desire for trust reflects the findings that Generation Y gives most frequently when personally asked.<sup>23</sup> As Watson noted in *CauseWired* for this generation a personal ask can be in-person or online. In addition, Network for Good outlined best practices for communications with current and future donors which include asking permission and not overwhelming constituents with emails.

Blackbaud published "E-Philanthropy Strategy for Nonprofits," an article that speaks to the transparency and communication which future generations expect to receive. Sound ideas include demonstrating to donors (of any age, including

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<sup>22</sup> Sarah E. Needleman, "The Latest Office Perk: Getting Paid to Volunteer: More Companies Subsidize Donations of Time and Talent; Bait for Millennial Generation," *Wall Street Journal*, April 29, 2006.

<sup>23</sup> Ted Grossnickle et al., *Millennial Donors Report 2011* (Achieve and JGA: 2011)

Generation Y) the difference or impact that the nonprofit organization is making on an individual, family or the community by sharing personal stories and imagery. This article also encourages transparency by showing donors the value of their dollar through published accounts of the uses and sources of expenses and incomes. Such recommendations could support moving and increasing Generations Y's level of involvement.<sup>24</sup>

### **Generation Y wants to learn**

Barbara Oates's "Unleashing Youth Potential: Understanding and Growing Youth Participation in Philanthropy and Volunteerism" reveals that Generation Y is interested in supporting nonprofit organizations while learning new skills such as collaboration, creative and analytic thinking, communication, creativity, technological ease and mentorship. The building of these transferable skills helps develop Generation Y into more attractive, engaged, confident employees thus mutually benefiting the individuals, their current and future employers, as well as the causes which this generation gives their time, energy, money and voice. Oates asserts that nonprofit organizations can provide volunteer opportunities that cultivate

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<sup>24</sup> "E-Philanthropy Strategy for Nonprofits," Blackbaud, [http://www.blackbaud.com/files/resources/downloads/WhitePaper\\_ePhilanthropyStrategy.pdf](http://www.blackbaud.com/files/resources/downloads/WhitePaper_ePhilanthropyStrategy.pdf) (accessed May 11, 2010).

21<sup>st</sup> century learning skills, and that challenge and offer meaningful and relevant opportunities for contribution on the part of Generation Y.<sup>25</sup>

## **Conclusion**

Like Craig Dyer, president of Bright Hope International, this researcher “believe[s] that young people have a desire to be known ‘not for what they are paid for, but what they are made for.’ They want to be known for the passion they have to help others and the causes they choose to support.”<sup>26</sup> As showcased in the literature review, Generation Y has so much to give – time, dollars, voice and passion – to the causes in which they believe. And there are many different ways to get involved both online and offline. An abundance of newspaper and journal articles, reports and books highlighted characteristics of Generation Y that emphasize reasons that this generation gets involved. Missing from this literature review is comprehensive research, including specific data, which explores issues focused on best practices nonprofit organizations focused on arts and cultural programming can use to cultivate relationships with Generation Y and increase involvement of individuals along the continuum from donor to volunteer to advocate to board member.

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<sup>25</sup> Barbara Oates, *Unleashing Youth Potential: Understanding and Growing Youth Participation in Philanthropy and Volunteerism* Communities Foundation of Canada: 2004.  
[http://www.yipcanada.org/resource\\_docs/YouthPotentialPaper.pdf](http://www.yipcanada.org/resource_docs/YouthPotentialPaper.pdf)

<sup>26</sup> Tom Watson, *CausedWired, Plugging In, Getting Involved, Changing the World* (New Jersey: John Wiley & Sons, Inc., 2009), 84.

## CHAPTER TWO – METHODOLOGY

The methodology for this study follows a mixed-method approach that includes a survey and one-on-one interviews. A mixed-method approach, which includes both quantitative and qualitative data, was chosen in order to provide a more comprehensive understanding of the information gathered. This type of research allows for a presentation of statistical information presented through numbers (the survey) from the perspective of Generation Y and a summary of findings (the one-on-one interviews) from the perspective of the nonprofit organization.

The survey (see appendix A) was created using Survey Monkey, a free web-based survey software and questionnaire tool that allows unlimited questions and responses. This tool allows for text analysis, filters and cross tabulates responses by custom criteria, and creates custom charts based on real-time results. The survey was distributed to the researcher's Facebook page that includes 455 "friends." These friends are family, friends, acquaintances, colleagues and peers in the nonprofit industry. In addition, this survey was pushed out on Facebook to the "groups" in which the researcher belongs including the members of the Drexel Arts Administration Graduate Student Association, the University of Tulsa, Dallas



Alumni Chapter and Leadership Arts Dallas Alumni. In addition, the survey was distributed through LinkedIn and Twitter. Furthermore, the link was emailed to friends, family members and business associates.

The decision to distribute through Facebook, Twitter and LinkedIn was done in order to reach a large audience in a relatively short period of time. In a one month period, Facebook has more than 500 million active users. In fact, 81 percent of Generation Y uses Facebook daily and of those, 50 percent say that social media influences their decisions about brands and products.<sup>27</sup> In order to determine the age of those completing the survey, the researcher chose to include a question about age. The question about age also allows the researcher to exclude survey results for those individuals who are younger than 18 or older than 34. Other issues being addressed include education level, marital status, annual salary, current and past involvement, as well as level, inspiration and types of nonprofit organizations in which the individual is involved.

The examination of the survey results will give perspective into specific factors that affect how and why this generation is involved with different groups. In addition, it is hoped that data collected through two open-ended questions – one addressing ideas for recruiting Generation Y and the other seeking information about current involvement – will reflect thoughtful considerations nonprofit organizations can use to engage and cultivate relationships with Generation Y. These questions

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<sup>27</sup> <http://www.slideshare.net/L2ThinkTank/l2-gen-y-affluents-media-survey>

may generate the most useful and insightful nuggets of information. Furthermore, together the results of the one-on-one interviews and the survey will help the field draw conclusions about what interests Generation Y to give their time, energy, money and voice to the issues that they believe in, and best practices that nonprofit organizations have used to market, communicate, cultivate and immerse this and future generations in those causes that intrigue them.

The one-on-one interviews were conducted with three nonprofit organizations whose work primarily focuses on arts and cultural programming. The interviews were conducted to gain insights into methods that the nonprofit organizations are employing to attract and engage individuals between the ages of 18 to 34 – the age defined for the purpose of this thesis as Generation Y – to their organizations. The primary goal of these interviews was to learn effective – or ineffective as the case may be – communications strategies these groups had used. Another objective of the interviews was to increase the researcher's understanding and awareness of methods for cultivating the relationships in order to grow an individual's level of involvement with the nonprofit organization.

The interviews took place via phone. The nonprofit organizations participating in the one-on-one interviews included a science museum, a sculpture center and a music education organization. Participants interviewed included a Director of External Affairs, Manager of Family and Adult Programs, and Director of Communications. The interviews followed an interview protocol (see appendix

B), took place over a one week period, and were recorded for accuracy and analysis. Each interview lasted between 30-60 minutes, and addressed programming, communications, marketing strategies and board recruitment efforts targeted at Generation Y.

## CHAPTER THREE – RESULTS: QUANTITATIVE

A survey distributed through Facebook, Twitter and LinkedIn was used to understand how individuals are involved with nonprofit organizations. It asked questions ranging from the type and level of involvement to what inspires their involvement to possible constraints that keep them from being involved. In addition, the survey had two open-ended questions asking how nonprofits could increase involvement or persuade the individual to become involved with a particular organization.

### **Demographics**

One hundred and seventy-six people responded to the online survey and of those responding 64.8 percent or 114 qualified for the survey. Respondents older than 35 years of age were immediately disqualified from this survey. Of the 114 respondents who qualified for the survey only 111 continued with the survey. Results were received from 25 states and two countries – United States and Netherlands. Of the qualified participants 49.5 percent (55 of 111 respondents) are single, 46.8 percent (52) are married, 1.8 percent (2) are divorced and 1.8 percent (2) are in a

domestic partnership. More than 30 percent or 34 of the 111 respondents have children. Individuals earning at least a Bachelors degree comprised 83.7 percent (93 of the 111 respondents). Annually, 58.5 percent (65 of the 111 respondents) earn \$50,000 or less, 29.7 percent or (33) earn \$50,001-\$100,000 and 11.7 percent (13) earn \$100,001 or more.

### **Involvement**

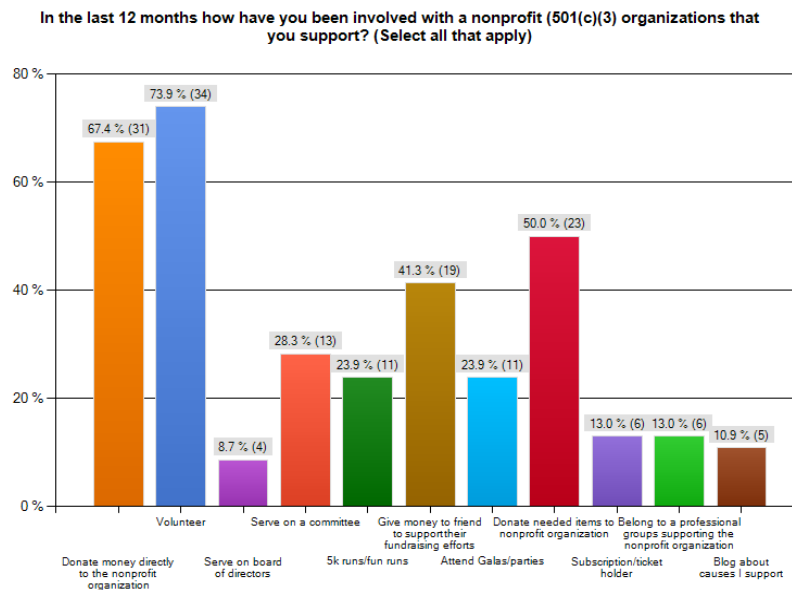
When asked if they are involved with nonprofit organizations, 56.8 percent or 63 of the 111 of respondents answered “yes.” The “yes” respondents most frequently support four types of nonprofits – education, arts and cultural, health, and humanitarian. Forty-six individuals responded to a question asking the ways that they are involved with nonprofits in the last 12 months. The top four ways respondents cited involvement (see figure 1) with nonprofits is by:

- **Volunteering** – 73.9 percent (34 of the 46 respondents)
- **Donating money** directly to the nonprofit organization – 67.4 percent (31)
- **Donating needed items** directly to the nonprofit organization – 50 percent (23)
- **Giving money to a friend in support of their fundraising efforts** – 41.3 percent (19)

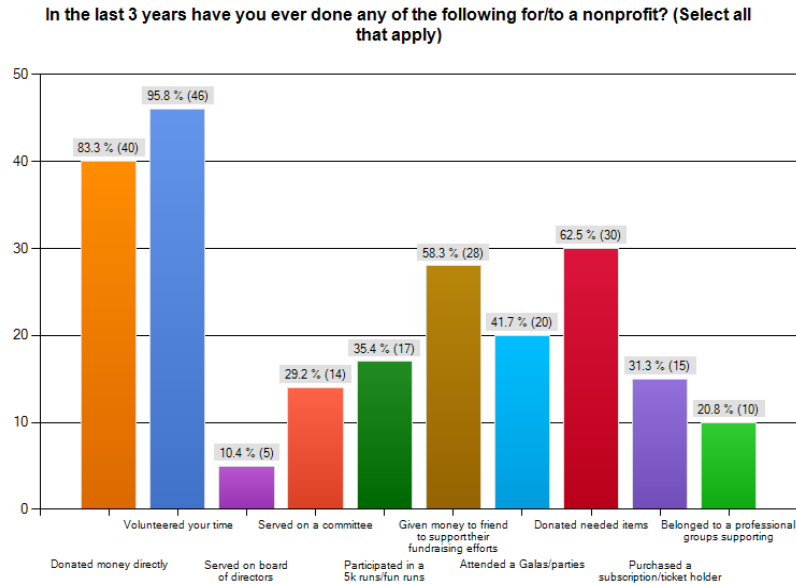
Forty-eight individuals responded to a question asking the ways that they have been involved with nonprofits in the past three years. The top four ways respondents are involved with nonprofits (see figure 2) is by:

- **Volunteering** – 95.8 percent (46 of the 48 respondents)
- **Donating money** directly to the nonprofit organization – 83.3 percent (40)
- **Donating needed items** directly to the nonprofit organization – 62.5 percent (30)
- **Giving money to a friend in support of their fundraising efforts** – 58.3 percent (28)

The results show that, across the board, involvement of those who answered “yes” to being involved with nonprofits has decreased slightly in the past three years.



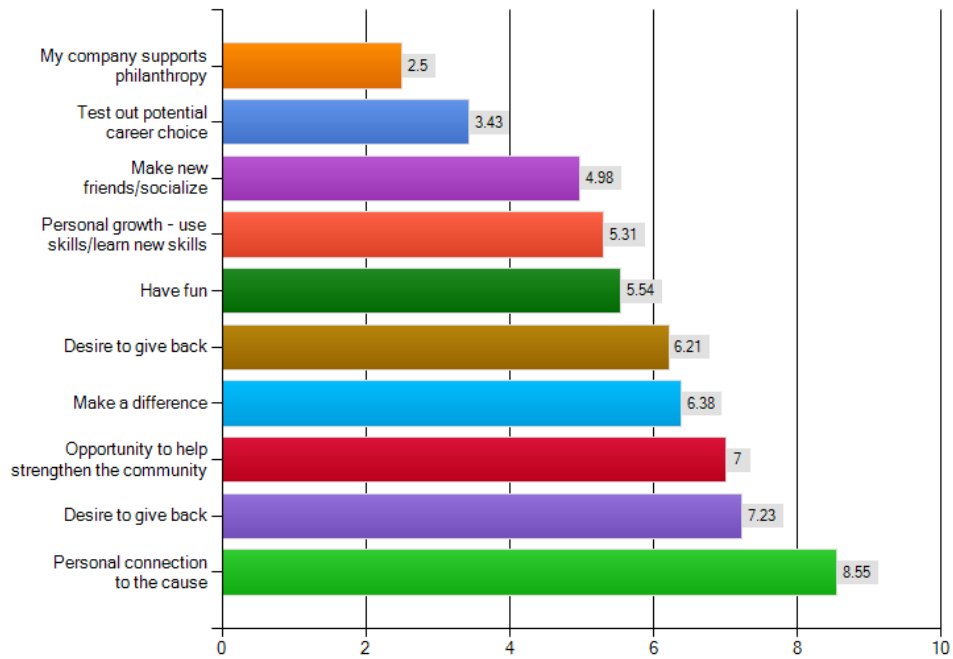
**Figure 1 - INVOLVEMENT OF INDIVIDUALS WITH NONPROFITS IN LAST 12 MONTHS**



**Figure 2 - INVOLVEMENT OF INDIVIDUALS WITH NONPROFITS IN LAST 3 YEARS**

Forty of the 63 people who indicated involvement ranked what inspired their involvement with nonprofit organizations. The majority of the respondents – 55 percent (22 of the 40 respondents) – were inspired by a personal connection to the cause. Approximately 28 percent (10) – were evenly split between a desire to help strengthen the community and the desire to give back or to make a difference. The respondents were least likely to be involved with nonprofits because their company supports philanthropy – 44.1 percent (15 of the 40 respondents) – or because they wanted to test out new careers – 35 percent (14) (see figure 3).

On a scale of 1-10 (with 10 being the greatest) rank what inspires you/why are you involved with the nonprofit(s) that you support?



**Figure 3 - ON AVERAGE, WHAT INSPIRES PEOPLE TO BE INVOLVED WITH NONPROFITS?**

Forty-eight of the involved individuals responded when asked the number of hours per month that they volunteer and the annual financial contributions that they make to any nonprofit organization. Of these 48, 31 (64.6 percent) volunteer between 1 to 19 hours of their time to a nonprofit each month. While nine respondents (18.8 percent) spend zero hours volunteering each month. Twenty-six respondents (54.2 percent) contribute \$1 to \$249 to nonprofits each year. Annually, nine respondents (18.8 percent) donate \$1,000 or more.

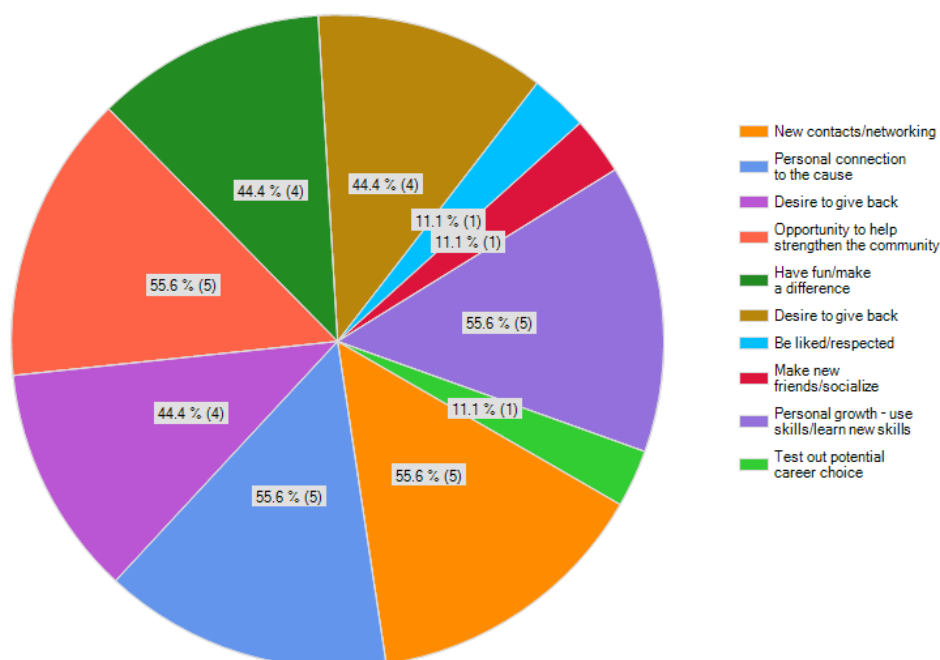


Forty-eight individuals responded to a question about board involvement. In the last three years, 18.7 percent (nine) who responded either currently serve or previously served as a board member of a nonprofit organization. Of those nine respondents their motivations for serving as board members are broad (see figure 4). Another 28.3 percent (13 of the 48 respondents) who answered the question have served on a committee for a nonprofit organization.

Of those nine individuals serving on a board, 55.6 percent (five) served as board members in order to make new contacts/network, to make personal connections to the cause, to help strengthen the community or for personal growth/the opportunity to use or learn skills. The nine respondents who served as board members in the past, became a board member at the ages of 18, 20, 24, 25, 28, 30 and 31 years. In addition, 66.7 percent (six of the nine respondents) held or currently hold a leadership position on the board of directors.

When asked why the individual has never served on a board of directors, 34 individuals answered. Seventy-six point five percent (26) who answered this question responded “because they were never asked.” No respondents stated that they have not served as board members because of the potential exposure to liability. Only 5.9 percent or two of the 34 respondents of this question have no desire to serve as a board member.

**Why do you/did you choose to serve as a board member for a nonprofit organization?**



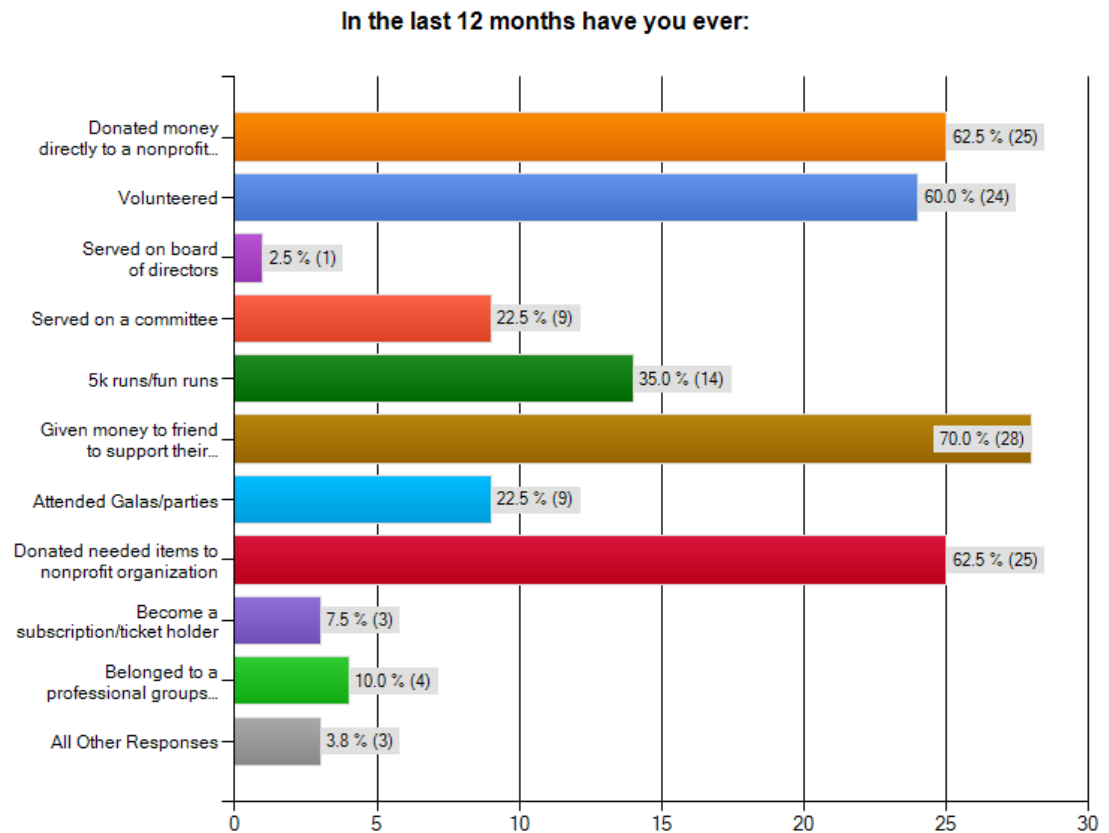
**Figure 4 - WHY DO INDIVIDUALS CHOOSE TO SERVE AS A BOARD MEMBER**

Forty-eight of the 111 respondents answered “no” when asked if they are involved with nonprofit organization. Forty of those individuals answered a question about how they were involved with nonprofits in the last 12 months. Of the 40 respondents 97.5 percent (39) have supported nonprofits in some form in the last 12 months. Their involvement included:

- **Giving money** to a friend to support their fundraising efforts – 70 percent (28 of the 40 respondents)
- **Donated money or needed items** to a nonprofit organization – 62.5 percent (25)

- **Volunteered** their time in support of a nonprofit – 60 percent (24)

One of the 40 respondents to the question about their involvement has even served as a board member in the last 12 months. See figure 5 for other ways that these respondents have been involved with nonprofits.



**Figure 5 - INVOLVEMENT IN LAST 12 MONTHS WITH NONPROFITS OF THOSE INDIVIDUALS WHO ANSWERED "NO" WHEN ASKED IF THEY ARE INVOLVED WITH NONPROFITS**

Sixty-three individuals responded affirmatively to being involved with nonprofit organizations. Thirty-three of these individuals responded to an open-ended question asking what factors would increase their level of involvement or commitment to nonprofits they are currently supporting. Two overwhelming

responses were received – time and money. Sixteen of the 33 respondents (48.4 percent) would increase their level of involvement if they had more time and eight (24.2 percent) would be more involved or donate if they had more money.

Thirty of the 63 individuals who responded “yes” to being involved with nonprofit organizations responded to an open-ended question asking what a nonprofit that they are not currently supporting could do to recruit them as supporter, volunteer, donor and/or advocate. The responses were varied and ranged from “put volunteer opportunities and needs on social media” to “present a compelling mission that aligns with my personal beliefs, along with enticing programs that are worth supporting” to “Show me why their cause is important and let me see the real results and impact that they are making. Give me clear-cut ways that I can get involved.”

Thirty of the 48 individuals who responded “no” to being involved with a nonprofit organizations responded to an open-ended question asking what a nonprofit could do to recruit them as supporter, volunteer, donor and/or advocate.

Responses were varied and included:

- Nothing, I don’t have the time.
- Provide opportunities for support via the internet.
- The cause has to be something I believe in, for one, and it also has to have a strong portion of their funds going towards the cause they support, either through tangible evidence or research. I always feel better about an

organization that shows you not just the parties they put on to fundraise, but actual results of their work.

## CHAPTER FOUR – RESULTS: QUALITATIVE

Three one-on-one interviews were also conducted to establish how nonprofit organizations are working to cultivate relationships and communications strategies that these nonprofit organizations are using to communicate with Generation Y. Another objective of the interviews was to increase the researcher's understanding and awareness of methods for cultivating the relationships in order to grow an individual's level of involvement with nonprofit cultural organizations.

Results of the qualitative data follow. The interviews were conducted with representatives from a sculpture center, a music education organization and a science museum. During the interview this researcher asked each representative nine pre-determined questions (see appendix B). These questions were developed in order to learn how a variety of nonprofit organizations are working to attract, engage and cultivate relationships with young people to their respective nonprofit organizations. A synopsis of what was learned from each organization follows.

At the science museum, it was revealed that until 2010 no programming was specifically aimed at people ages 18 to 34. Museum programming for young people

now falls under the helm of family and adult programs. In early 2011, a quarterly event was unveiled that targets young people ages 21 and older and that highlights the museum's traveling and hands-on exhibits. The objective of these events is to expose a new audience – young people without children – to the museum. At this time no additional programming is being created specifically to attract Generation Y. However, prior to the quarterly events launched in 2011, a series of events targeted at young men ages 21 to 35 was developed. The series was cancelled after only two events because of poor attendance. While this event was deemed a failure, many lessons were learned that are contributing to the success of the new events which have attracted more than 500 people.

The museum disbanded their young professionals group targeted at those ages 35 and under in early 2011. This was done because a new facility is under construction and the focus has shifted to raising money for this new space and preparations for its opening. However, the museum is considering restructuring and re-launching the young professionals group and is examining other opportunities to engage this demographic.

At this time, the museum has no specific strategies targeting Generation Y for donations, volunteering or to join the organization's board of directors. In fact, the museum has 30 board members and 75 advisory board members, and it is believed that no members are under the age of 35. Though, it was revealed that with the opening of a new facility, the museum's programming and community outreach

would be developed. Furthermore, it is envisioned that strategies might be created to reach this demographic. An overall strategy the museum employs to reach all generations includes advertising in print and on the radio and television. In addition, it has hired a staff member who focuses on Facebook, Twitter, YouTube, YourCause.com and Flickr.

The music education organization is an international group with chapters across the world. Recruitment of members and any young professional groups is left up to the individual chapters, though the organization provides tools, resources and recommendations to support their efforts.

In early 2011, the music education organization disseminated a survey to all members under the age of 40 to learn first-hand what would increase their involvement in the organization. Based on the survey results the organization has begun developing special performances, changed rehearsal times and is updating music selections in order to attract young adults to its chapters. In addition, the organization will be rolling out a new marketing and membership campaign that will incorporate new language and graphics that may appeal to a younger market. These campaigns, and the strategy around them, are specifically aimed to recruit membership of individuals under the age of 40, and direction for the campaigns is coming from survey results received earlier this year. In 2012, the organization is also renaming and rebranding its educational seminar, attended annually by thousands, to attract younger members.



Additional efforts to recruit younger members have included developing a contest for members 25 and younger and hosting a youth festival that is free for middle, high school and college-age students. Other efforts to reach Generation Y include hiring a full-time employee to manage the organization's social media efforts—Facebook, Twitter, YouTube, Flickr, podcasts and webinars.

Until recently, this organization did not solicit any member donations and revenue came strictly from sales and membership. However, within the last three years a campaign was launched that asked members of all ages for donations. There are only two volunteer opportunities available and these are available to any member.

This organization has 14 board members which are voted on by the entire membership of nearly 25,000. Though the organization is encouraging younger members to run for a seat at the board, the makeup of the board has not changed in nearly 20 years and no board members are under the age of 35.

The sculpture center has many offerings for young people including an event offering free admission and programming on weekends and auxiliary opportunities for young professionals who are passionate about the arts. These events often focus on educational programming such as visits to different galleries, tours of conservation labs and private invitations to the sculpture center's kick-off events. Additionally, the sculpture center has a monthly series "360" that brings in speakers, artists, curators and critics and is limited to 200 attendees. These events are creative,

approachable and targeted to young, creative intellectuals. The organization also offers monthly summer programming geared toward younger people, where the facility stays open until midnight and hosts movie and music nights.

The sculpture center's board of directors is very small (12 members). The entire make-up of the board is family and no member is younger than 35. The organization is privately owned, and while contributed income is very important, the organization does not explicitly seek out donations from any one age group. Its goal is to increase attendance to the facility and to the organization's education programming. There are very few volunteer opportunities.

The sculpture center has an extremely limited marketing budget and would choose to do much more if they had a larger budget. With its budget the organization is choosing to focus its paid campaigns on the Hispanic and LGBT markets. In addition, the organization is counting heavily on social media to speak to Generation Y. Recently, the organization hired one full-time staff person to focus on social media—Facebook, Twitter, FourSquare, Flickr and Instagram – whose purpose is to increase awareness about the organization and to engage individuals in conversations about the arts.

## CHAPTER FIVE – DISCUSSION

### **Quantitative findings**

Reviewing the results of the survey was fascinating. In 10 days time, acquaintances from across the United States and strangers as far away as the Netherlands completed the survey. Surprisingly, participants were nearly evenly split between married and single and more than 30 percent (34 of 111 respondents who answered this question) have children. Nearly 35 percent of 176 respondents who attempted to take this survey were older than 35 years and therefore disqualified from participating in the survey.

This group was also highly educated with more than 80 percent or 93 of 111 respondents responding to this question have obtained a Bachelors degree or higher versus the average U.S. rate of 27.5 percent receiving a Bachelors degree or higher.<sup>28</sup> This could be attributed to the people who were surveyed—all affiliated to the researcher online—undergraduate and graduate friends and acquaintances, alumni connections, and professional contacts including colleagues and peers. One other startling revelation was that involvement with nonprofits has decreased slightly

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<sup>28</sup> <http://quickfacts.census.gov/qfd/states/00000.html>

across the board in the last three years. This is slightly alarming and seemingly contradicts Burns et al. research that those individuals who attend college are twice as likely to volunteer and then to *continue* volunteering.

What was most unexpected was the level of involvement of those individuals who responded by answering “no” when asked if they are involved with nonprofit organizations. Of the 43.2 percent (48 respondents) who indicated “no” involvement, 40 answered a question about how they have been involved with nonprofits in the last 12 months. Ninety-seven point five (39 of 40 respondents) have supported nonprofits in some form. It is plausible to presume that people may not feel that they are involved with a nonprofit if the only way they are supporting one is by giving money to a friend who is fundraising for a cause. However, it is perplexing that 25 percent (10 of 40 respondents) of those who answered “no” to this question have had board involvement – one respondent has even served on a board of directors and nine have served on board committees. Serving as a board member or on a committee for a nonprofit organization involves a definite level of commitment to a nonprofit.

The responses of those individuals who answered “no” to being involved with nonprofit organizations and that also responded to an open-ended question about what the nonprofit could do to recruit supporters seemed thoughtful and informative. Many of these suggestions were simple, intuitive and could potentially

be easy and low-cost solutions for nonprofits to instate when recruiting people to be involved. A sampling of the suggestions includes the following:

- Be honest and upfront about the expected time commitment.
- Offer one time opportunities to help rather than ongoing participation.
- Explain exactly what the organization does and how it helps people. Then, explain how to get involved with easy ways to go through with helping.
- Design literature to speak to local community-focused benefits of the work the organization is doing, tie-in with corporate matching and social/weekend commitments.
- Ask me to volunteer.
- Be visible, easy to contact, and responsive. Act enthusiastic and grateful for my time!

### **Qualitative findings**

The information uncovered during the one-on-one interviews was slightly unexpected as none of the three nonprofit organizations currently have a strategy that targets Generation Y for *any* level of involvement from volunteering to donating money or items to joining the nonprofit organization's board of directors. It should be noted, however, that the music education organization distributed a survey to all members under the age of 40 as a way to determine how those members want to be involved and to discover ways to increase their involvement with each of the organization's chapter. The results of the survey are being compiled and strategies

are being developed and will be rolled out in 2012. The organization believes that in order to continue growing it must actively engage younger members. Surveying constituents is a best practice that arts and cultural organizations should implement in order to determine strategies for engaging their audiences.

All three of the organizations have some programming, both entertaining and educational, that is geared toward attracting younger generations. This is supportive of the research that explains that Generation Y is interested in supporting nonprofit organizations while learning new skills. None of the organizations interviewed have board members under the age of 35. This lack of age diversity is consistent with the research published in 2007 by BoardSource which illustrates that less than two percent of board members are under the age of 30.<sup>29</sup>

In addition, it should be noted the music education organization is developing a strategy to reach out to individuals age 40 and under and that the science museum is considering developing an organizational strategy after the opening of their new facility.

### **Shared findings**

An interesting commonality discovered during the one-on-one interviews is that none of the nonprofit organizations are focused on fundraising to individuals who are not major givers. However, the online survey showed that, regarding giving, on average 45.9 percent (22 of the 48 respondents) give \$100 to \$499

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<sup>29</sup> [http://www.boardsource.org/dl.asp?document\\_id=553](http://www.boardsource.org/dl.asp?document_id=553)

annually. This is a missed opportunity for nonprofit organizations—and potentially the loss of millions of dollars, as Generation Y is nearly 80 million strong.

Research from David J. Burns et al., a study conducted by Cone Inc. and a report by the Community Foundation of Canada extensively addressed the fact that this generation is more community-oriented and volunteer more time than any other generation before them. Yet, all three nonprofits interviewed lacked concrete and ongoing volunteer opportunities. However, those surveyed responded that volunteering is one of the top four ways in which they interact with nonprofit organizations. The consequences of having no or few volunteer opportunities could be detrimental as these opportunities can be used as a cultivation tool that allows an individual to learn, engage and potentially increase one's level of commitment.

One way that each of the interviewed organizations is reaching out to Generation Y is through online networks. Each of the organizations has even invested in a part-time or full-time staff member is focused on social media such as Facebook, Twitter, YouTube, Flickr, blogging, email marketing and webinars. This is a positive and forward-thinking move on behalf of nonprofit organizations and validates research that Generation Y is technologically savvy, desiring instantaneous information and the ability to give, volunteer, and advocate, at times that are convenient for them.

## **Limitations and future work**

There were several limitations of the work that should be addressed including: a lack of research or access to research that highlights how nonprofit organizations focused on the arts are cultivating relationships with Generation Y; finding research focused on developing relationships with Generation Y to increase involvement with any type of nonprofit organization; and uncovering research about this generation's involvement with boards of directors.

In addition, another weakness might be the distribution of the survey through social media to “friends” and “groups” that the researcher is connected; who may or may not be connected to nonprofit organizations. These included friends, family, friends, acquaintances, and colleagues, as well as peers in the nonprofit industry. These “friends” and “groups” are highly educated individuals and their position on giving, volunteering, and donating might be influenced by their education and occupation.

Another limitation to this study is not surveying the constituents of the nonprofit organizations who were included in the one-on-one interviews. Understanding and learning directly from the nonprofit organizations' constituents about what would increase their level of involvement and commitment to a nonprofit that they already support might have provided valuable information. However, it



would have manipulated the results of the survey since the sampling would have included more individuals who were already involved with nonprofit organizations. A broader online survey helped to ensure that those surveyed may or may not be involved with nonprofit organizations.

Nearly 35 percent (62 of the 176 respondents) who attempted to take the survey were disqualified from continuing the survey because they were older than 35 years. It would have been interesting to allow those individuals to continue the survey and then evaluate the results to determine if involvement and awareness with nonprofit organizations had decreased or increased with age.

In addition, some of the findings from the survey brought more questions rather than hard conclusions about level of involvement. For example, after realizing that more than 30 percent (34 of 111 respondents) have children, there were several follow-up questions that would have been appropriate and insightful such as:

- Has their involvement changed since having children?
- Will/has their level of involvement increase(d)/decrease(d) as their child has aged?
- If they are married and have children are they still working part or full-time?
- Do they have more or less free time on their hands now?

Because so many individuals responded by answering “no” when asked if they are involved with nonprofit organizations and in fact have been involved with

nonprofit organizations on some level, it might have been beneficial to define involvement.

## CONCLUSION

Examining and understanding the characteristics, interests, inspirations and constraints that contribute to Generation Y giving their time, energy, money and voices to causes they believe in and publicly stand behind is important if nonprofit organizations focused on arts and cultural programming are to increase engagement with and awareness of their specific causes. In addition, this knowledge can help to determine best practices to market and communicate with this and future generations.

The literature review showed that Generation Y is between the age of 10 to 34 – though for the purpose of this thesis the focus was on young people age 18-34 – and nearly 80 million strong. It also revealed Generation Y is community-oriented, working to live and hoping to make a difference in this world. They are also passionate about giving their time, money, energy and voice to the causes they believe in. More research found that Generation Y was impacted by the tragedies that occurred during their formative years and a product of the Internet which contributes to them volunteering, advocating and giving online. Finally, it revealed

that Generation Y is interested in gaining learning, a sense of collaboration and the truth from the nonprofit organizations they support.

The survey results revealed individuals are uncertain of their own involvement. Regardless of how individuals answered (yes or no), on some level nearly all respondents were engaged with different causes. This support was as slight as supporting friends in their fundraising efforts, donating needed items or donating money directly to the nonprofit organization and as involved as volunteering and serving as board or committee members. The results of the survey and the subsequent one-on-one interviews illustrate that nonprofit organizations should act now to create communication strategies that target Generation Y in order to increase awareness about their causes and develop opportunities for increased involvement.

Future research that could strengthen this thesis would include real-world examples of how nonprofits focused on arts and cultural programming are involving and cultivating relationships with Generation Y to increase involvement from volunteer to advocate to donor to board member.

## APPENDICES

## APPENDIX A

### SURVEY QUESTIONS

**Gerald Engaging Gen Y**

Hello! I would like to thank you in advance for taking time to complete this survey by June 18, 2011. This brief survey should only take 5-10 minutes of your time. The results of the survey will be collected and analyzed for inclusion in my thesis about how charitable organizations can engage young people (primarily age 18-34) and increase their level of involvement within the organization. All identifying information will be kept confidential.

My name is Amy Gerald. I am a graduate of The University of Tulsa and I am pursuing my MS in Arts Administration from Drexel University. I began my career interning for two nonprofits (Light Openers Oklahoma (LOOK) and Sweet Adelines International). After graduating, I went to work for Sweet Adelines International. In 2000, I moved to Dallas and in 2003 I began working for Big Thought, a nonprofit dedicated to improving education for children.

I will be happy to share the results of this survey with anyone who participates in the survey. If you want the final survey results, please email me at amygerald79@gmail.com and the results will be emailed to you.

**\* 1. How old are you?**

☐ 18-23 ☐ 30-34  
☐ 24-29 ☐ 35 and older

**\* 2. What state do you live in**

State:

**\* 3. What is your marital status?**

☐ Divorced ☐ Domestic Partnership  
☐ Single ☐ Married  
☐ Widowed

**\* 4. Do you have children?**

☐ Yes ☐ No

**\* 5. What is your highest level of education?**

☐ High School  
☐ More education than High School but less than a Bachelor's or Associates degree  
☐ Associates degree  
☐ Bachelors degree  
☐ More education than a Bachelors Degree but less than a Masters degree  
☐ Masters degree  
☐ More education than a Masters degree but less than a Ph.D./JD  
☐ Ph.D./JD

Page 1

## Gerald\_Engaging Gen Y

### \* 6. What is your annual salary?

- |   |   |
|---|---|
| <input type="radio"/> Under \$20,000    | <input type="radio"/> \$75,001-\$100,000  |
| <input type="radio"/> \$20,001-\$35,000 | <input type="radio"/> \$100,001-\$150,000 |
| <input type="radio"/> \$35,001-\$50,000 | <input type="radio"/> More than \$150,000 |
| <input type="radio"/> \$50,001-\$75,000 |   |

### \* 7. Are you involved with any nonprofit 501(c)(3) organizations?

- ☐ Yes ☐ No

### 8. Please name the nonprofits you actively support.

### 9. In the last 12 months how have you been involved with a nonprofit (501(c)(3) organizations that you support? (Select all that apply)

- |  |  |
|--|--|
| <input type="checkbox"/> Donate money directly to the nonprofit organization       | <input type="checkbox"/> Attend Galas/parties  |
| <input type="checkbox"/> Volunteer   | <input type="checkbox"/> Donate needed items to nonprofit organization                         |
| <input type="checkbox"/> Serve on board of directors                               | <input type="checkbox"/> Subscription/ticket holder  |
| <input type="checkbox"/> Serve on a committee                                      | <input type="checkbox"/> Belong to a professional groups supporting the nonprofit organization |
| <input type="checkbox"/> Sk run/a fun runs   | <input type="checkbox"/> Blog about causes I support   |
| <input type="checkbox"/> Give money to friend to support their fundraising efforts |  |

Other (please specify)

## Gerald\_Engaging Gen Y

**10. In the last 3 years have you ever done any of the following for/to a nonprofit? (Select all that apply)**

- |  |   |
|--|---|
| <input type="checkbox"/> Donated money directly            | <input type="checkbox"/> Given money to friend to support their fundraising efforts |
| <input type="checkbox"/> Volunteered your time             | <input type="checkbox"/> Attended a Gala/parties                                    |
| <input type="checkbox"/> Served on board of directors      | <input type="checkbox"/> Donated needed items                                       |
| <input type="checkbox"/> Served on a committee             | <input type="checkbox"/> Purchased a subscription/ticket holder                     |
| <input type="checkbox"/> Participated in a 5k run/run runs | <input type="checkbox"/> Belonged to a professional groups supporting               |

Other (please specify)

**11. On a scale of 1-10 (with 10 being the greatest) rank what inspires you/why are you involved with the nonprofit(s) that you support?**

	1	2	3	4	5	6	7	8	9	10
Personal connection to the cause	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Desire to give back	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Opportunity to help strengthen the community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Have fun	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Desire to give back	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Make new friends/socialize	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Make a difference	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Personal growth – use skills/learn new skills	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My company supports philanthropy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Test out potential career choice	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify)



## Gerald\_Engaging Gen Y

**\* 12. How many hours per month do you volunteer your times to nonprofit organizations?**

- ☐ 0  
☐ 1-9  
☐ 10-19  
☐ 20-29  
☐ 30-39  
☐ 40-49  
☐ 50 or more

**\* 13. How much financial support do you donate to nonprofits each year?**

- |                                 |                                     |
|---------------------------------|-------------------------------------|
| <input type="radio"/> \$0       | <input type="radio"/> \$500-999     |
| <input type="radio"/> \$1-99    | <input type="radio"/> \$1,000-2,499 |
| <input type="radio"/> \$100-249 | <input type="radio"/> \$2,500-4,999 |
| <input type="radio"/> \$250-499 | <input type="radio"/> \$5,000+      |

**14. What type of nonprofit organizations do you volunteer/advocate/support?**

- |  |  |
|--|--|
| <input type="checkbox"/> I do not volunteer/advocate/support | <input type="checkbox"/> Education                         |
| <input type="checkbox"/> Art and cultural based              | <input type="checkbox"/> Literary                          |
| <input type="checkbox"/> Health                              | <input type="checkbox"/> Public Safety                     |
| <input type="checkbox"/> Humanitarian                        | <input type="checkbox"/> Prevention of cruelty to Children |
| <input type="checkbox"/> Sports                              | <input type="checkbox"/> Prevention of cruelty to Adults   |
| <input type="checkbox"/> Religious                           |  |

Other (Please specify name the nonprofit)

**\* 15. Do you have you serve(d) as a board member for a nonprofit organization?**

- ☐ I previously served as a board member for a nonprofit  
☐ No, I have never served as a board member for a nonprofit  
☐ Yes, I currently serve as a board member for a nonprofit

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**16. Why do you/did you choose to serve as a board member for a nonprofit organization?**

- |   |  |
|---|--|
| <input type="checkbox"/> New contacts/networking                      | <input type="checkbox"/> Desire to give back                           |
| <input type="checkbox"/> Personal connection to the cause             | <input type="checkbox"/> Be liked/respected                            |
| <input type="checkbox"/> Desire to give back                          | <input type="checkbox"/> Make new friends/socialize                    |
| <input type="checkbox"/> Opportunity to help strengthen the community | <input type="checkbox"/> Personal growth – use skills/learn new skills |
| <input type="checkbox"/> Have fun/make a difference                   | <input type="checkbox"/> Test out potential career choice              |

Other (please specify)

**17. How old were you when you began serving as a board member?**

**18. Do you hold a leadership position on the board of directors?**

- ☐ Yes  
☐ No

**19. If you have never served as a board member for a nonprofit, what has prevented you from serve as a board member for a nonprofit organization?**

- |  |   |
|--|---|
| <input type="checkbox"/> Time commitment       | <input type="checkbox"/> No desire                          |
| <input type="checkbox"/> Financial commitment  | <input type="checkbox"/> Never asked                        |
| <input type="checkbox"/> Exposure to liability | <input type="checkbox"/> Don't trust/believe nonprofit help |
| <input type="checkbox"/> Family obligations    |   |

Other (please specify)

**20. How old were you when you served as a board member?**

## Gerald\_Engaging Gen Y

**21. Did you hold a leadership board when you served as a board member?**

- ☐ Yes  
☐ No

**22. What would increase your level of involvement/commitment to the nonprofits that you support?**

**23. What could a nonprofit that you are not currently supporting do to recruit you as supporter (volunteer, donor and/or advocate)?**

**24. In the last 12 months have you ever:**

- |   |   |
|---|---|
| <input type="checkbox"/> Donated money directly to a nonprofit organization         | <input type="checkbox"/> Attended Galas/parties                                     |
| <input type="checkbox"/> Volunteered  | <input type="checkbox"/> Donated needed items to nonprofit organization             |
| <input type="checkbox"/> Served on board of directors                               | <input type="checkbox"/> Become a subscription/ticket holder                        |
| <input type="checkbox"/> Served on a committee                                      | <input type="checkbox"/> Belonged to a professional groups supporting the nonprofit |
| <input type="checkbox"/> Sk run/a fun runs  | <input type="checkbox"/> Blogged about causes that you support                      |
| <input type="checkbox"/> Given money to friend to support their fundraising efforts | <input type="checkbox"/> N/A  |

Other (please specify)

**25. Why have you chosen to not become involved or do not support nonprofit organizations?**

- |  |  |
|--|--|
| <input type="checkbox"/> Time commitment       | <input type="checkbox"/> No desire                           |
| <input type="checkbox"/> Financial commitment  | <input type="checkbox"/> Never asked                         |
| <input type="checkbox"/> Exposure to liability | <input type="checkbox"/> Don't trust/believe nonprofits help |
| <input type="checkbox"/> Family obligations    |  |

Other (please specify)

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**26. What could a nonprofit do to recruit you as a supporter (volunteer, donor, advocate and/or board member)?**

**27. Please submit any other comments that you feel explain your involvement with charitable organizations.**

Thank you again for participating in this survey!

If you have any questions, would like to provide additional information or have problems with the survey please email me directly at [amygerald76@gmail.com](mailto:amygerald76@gmail.com).

## APPENDIX B

### INTERVIEW QUESTION FOR NONPROFIT ORGANIZATIONS

- What is your organization doing to actively engage young people age 18-34?
- Do you have a young professionals group?
- Are you creating specific programming that might interest this age?
- Are you targeting this group for donations? To volunteer? To join your board of directors?
- How many people are on your board? Of those, how many are under the age of 34?
- Can you give an example of something that your organization has done successfully to specifically reach out to this age group? What about something that hasn't worked?
- How are you choosing to "talk" to this group? Are you engaging them through social media, written communications, events, etc.?
- Does your organization have a marketing strategy geared toward Generation Y?
- Does your organization use social media to reach out to younger generations?

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